

**NEW HAMPSHIRE OFFICIAL VISITORS GUIDE AND NEW HAMPSHIRE
STATE PARKS GUIDE REQUEST FOR PROPOSALS**

Issue Date: November 18th, 2010

Title: New Hampshire Visitors Guide and NH State Parks Guide

Issuing Agency: State of New Hampshire
Department of Resources and Economic Development
Division of Travel & Tourism Development
172 Pembroke Road
PO Box 1856
Concord, NH 03302-1856

Pre-Proposal Conference: Wednesday, December 8, 2010
1:00 p.m.
DRED Conference Room (address as above)

Period of Contract: July 1, 2011 through June 30, 2013 (with an option to extend through June 30, 2015)

Proposal Deadline: 3:00 p.m.
January 5, 2011
**Proposal must be received at DRED not later than 3:00 p.m.*

Overview: New Hampshire Division of Travel & Tourism Development is seeking a vendor with proven skills in the areas of print design, tourism marketing, advertising sales and print procurement, with whom to enter into a contract to design and print two major visitor publications over a two-year period. Vendor will be expected to field an advertising sales effort in New Hampshire. Proceeds from the sales of advertising shall fund all costs of print production, as well as the vendor's own fees for service.

**ALL PROPOSALS MUST BE LABELED: "PROPOSAL – OFFICIAL NH VISITORS
GUIDE AND NH STATE PARKS GUIDE"**

All inquiries for information should be directed to:
Tai Freligh, Communications Manager
Email: tai.freligh@dred.state.nh.us

If proposals are mailed, send directly to issuing agency shown above. If proposals are hand-delivered, deliver to receptionist at DRED office, 172 Pembroke Road, Concord.

1. STATEMENT OF PURPOSE AND INTENT

The purpose and intent of this Request for Proposal (RFP) is to enter into a contract for a period of two years (July 1, 2011-June 30, 2013) with an option to renew through June 30, 2015 upon the agreement of both parties and the Governor and Executive Council for the production, from concept and design through layout, advertising sales, web advertising sales, editorial, typesetting, proofing, printing, poly-bagging and bulk shipping of two New Hampshire Visitors Guides, 2012/13 and 2013/14, and one New Hampshire State Parks Guide.

The New Hampshire Visitors Guide (Visitors Guide) is the official travel guide for the State of New Hampshire. It is the primary fulfillment piece and travel guide for potential visitors to New Hampshire. Its intended audience is vacationers, business travelers and other potential visitors to the state. Visitors are encouraged in advertising campaigns and on the visitnh.gov website to order the Visitors Guide to help in their vacation planning. Approximately 100,000 Visitors Guides have been distributed each year.

The New Hampshire Division of Travel and Tourism Development (DTTD) will also update the New Hampshire State Parks Guide (Parks Guide). This publication is intended to serve as an information source for planning a visit to New Hampshire State Parks.

Quantities for FY12 publications are as follows:

2012/13 NH Visitors Guide...	100,000
NH State Parks Guide.....	50,000

Quantities for FY13 publications are as follows:

2013/14 NH Visitors Guide.....	100,000
NH State Parks Guide (<i>reprint</i>)...	50,000

The 2012/13 Visitors Guide will be a new publication. The 2013/14 Visitors Guide will also be a new publication. The FY13 Parks Guide will be a reprint of the FY12 publication if required.

2. BACKGROUND INFORMATION

2.1 History

Travel and tourism is one of the State's leading industries and a major revenue producer for the New Hampshire government. In an effort to draw more visitors, and provide comprehensive, accurate, and timely information, the Visitors Guide has been produced, typically annually, highlighting the scenic beauty of the state, as well as its events, attractions, art, history, heritage, dining and accommodations. Travel and Tourism is committed to building and maintaining relationships with public and private partners that will strengthen the state's economic potential, and support the quality of life for which New Hampshire is known.

The Visitors Guide contains paid advertising from the travel industry and other tourism related business.

The current New Hampshire fulfillment package includes the Visitors Guide (one piece total). A supply of Visitors Guides will be shipped, inserted into a 13" x 10" clear poly bag with seam in back and mailed at either bulk or first class rate. There will also be a supply of Visitors Guides shipped without poly bags. The ratio of poly-bagged versus not poly-bagged shall be determined by DTTD.

In response to demand for information on state parks once the visitor has arrived in New Hampshire, the DTTD will produce a supplementary publication. A Parks Guide, primarily for in-state distribution, will contain detailed information about the state parks. This publication will provide advertising opportunities.

2.2 Terms and Definitions

2.2.1 Term – The contract shall be effective for a period commencing on Governor and Executive Council approval (no later than July 1, 2011), and shall end June 30, 2013, with the option to renew the contract for an additional two years upon written consent of both parties and approval by the Governor and Executive Council.

2.2.2 Standard Terms, Definitions

2.2.2.1 "Offeror" refers to any individual, corporation, partnership, or agency that responds in writing, to the RFP.

2.2.2.2 "Contractor" refers to the Offeror under this Request for Proposal (RFP) with which the Division of Travel and Tourism Development (DTTD) negotiates a contract. The terms of this RFP referring to "Contractor" represent contract terms that will be a part of the final contract.

2.2.2.3 "Visitors Guide" refers to the annual New Hampshire Visitors Guide.

2.2.2.4 "Parks Guide" refers to the New Hampshire State Parks Guide.

2.2.2.5 "Websites" refers to www.visitnh.gov, www.meetings.visitnh.gov, www.weddings.visitnh.gov, and www.reunions.visitnh.gov

2.2.2.6 The State of New Hampshire (State), Division of Travel & Tourism Development, a division of the Department of Resources and Economic Development (DRED), has issued and is responsible for this RFP. DRED will enter into the resulting contract on behalf of the State, upon approval by the Governor and Executive Council (“G&C”).

2.2.2.7 The “Contract” is the resulting contract entered into between DRED and the successful Offeror.

3. MARKETING STRATEGY

3.1 Promotion

DTTD targets its domestic marketing geographically to the Northeast, with a specific focus on the New York, Philadelphia and Boston DMAs. A secondary focus is In-State. Internationally, in the United Kingdom, Germany, France, Ireland, and Canada (Quebec, Ontario and the Maritimes) New Hampshire is promoted primarily in partnership with Discover New England, a collaboration of all six New England states.

Our demographic targets include: (1) adults 25-54 with household income of \$100,000+, traveling with or without children; (2) adults 55+ with household income of \$75,000+ traveling with or without children (or grandchildren).

Methods of researching and ‘buying’ travel are constantly evolving. DTTD recognizes that new technologies present the opportunity to utilize interactive applications, however there remains a significant demand for printed fulfillment pieces.

The Visitors Guide and Parks Guide offer the opportunity to portray New Hampshire’s authentic natural, cultural, and historic character through imagery and a series of editorial features.

3.2 Fulfillment and Customer Service

DTTD contracts with Callogix, a 24 hour 7 days per week customer contact and fulfillment center to fulfill requests for the Visitors Guide and the Parks Guide that are generated by the State's advertising. Requests are received via an online order form on www.visitnh.gov, e-mail, a dedicated 800# and publisher reader response vehicles.

4. SCOPE OF WORK

4.1 Scope

The Contractor shall be responsible for the production, from concept and design through layout, advertising sales, web advertising sales, editorial, typesetting, proofing, printing, poly-bagging and bulk shipping of two Visitors Guides, 2012/13 and 2013/14, and one Parks Guide. Contractor will work with DTTD on strategies to stay on the cutting edge of tourism guidebook trends and technologies.

The Contractor shall publish the 2012/13 edition and the 2013/14 edition of the Visitors Guide in accordance with the guidelines established by the State. The Visitors Guide shall consist of no less than 100 pages editorial content and listings, plus front cover and a two (2) page fold-out state map off back cover, all of which shall be reserved for State use for editorial comment and free listings. Any additional pages will be for advertisements. The 2012/2013 Visitors Guide must be delivered as specified on or before May 1, 2012. The 2013/14 Visitors Guide must be delivered as specified on or before May 1, 2013.

In addition to the Visitors Guide, the Contractor shall publish one Parks Guide. A first shipment of the Parks Guide shall be delivered on or before May 1, 2012. A reprint of the Parks Guide shall be delivered on or before May 1, 2013. The Parks Guide shall be no less than 40 pages, unless some other format is agreed to and approved in writing by DTTD. For the second year of the Parks Guide, DTTD reserves the option to change the cover and update the contents. DTTD, under Contractor's counsel, may determine that the Parks Guide will be produced in a different format than specified above. If a different format is chosen, the Contractor shall be notified 120 days in advance of the delivery date. New specifications shall be agreed to in writing by DTTD. Should a format change result in a change of cost, it shall be agreed to in writing.

The Contractor will provide electronic/e-book versions to DTTD of both the Visitors Guide and Parks Guide for use on the state tourism website (www.visitnh.gov), state parks website (www.nhstateparks.org) and other appropriate venues as chosen by DTTD.

Contractor will supply DTTD with all mechanicals/digital files or other equivalents produced under this Agreement, which shall remain the property of the State, who shall hold any and all copyrights to the same. Notwithstanding the foregoing rights, title and interest in material belonging to others (e.g. photography, illustration, art work, etc.) that are incorporated in work developed by the Contractor shall be granted to the State only to the extent that such rights, title and interest are negotiated with the holder of said rights, title and interest.

4.2 Contractor's Responsibilities (for both publications unless otherwise stated)

4.2.1 Concept, Design, Layout, Typesetting, Proofing

4.2.1.1 The Contractor shall be responsible for the development and production, under the guidance and approval of the State, of the 2012/13 Visitors Guide, the 2013/14 Visitors Guide, and the Parks Guide.

4.2.1.2 The Contractor shall be responsible for all technical production (from concept and design through layout, editorial, typesetting, proofing, printing,

bagging and bulk shipping) with final shipping quantities and locations to be provided by DTTD.

4.2.1.3 DTTD and the Contractor shall develop a working schedule for all aspects of the 2012/13 Visitors Guide, 2013/14 Visitors Guide, and Parks Guide. Such working schedule shall be agreed to in writing by DTTD and Contractor.

4.2.1.4 The Contractor shall provide space for listings, including names, location, phone number, and web site, as well as additional pages for editorial that reflect the State's marketing efforts. These pages are considered part of the State's editorial space and must be subsidized by display ad sales. The State shall be responsible for determining which categories of business qualify for free listings.

4.2.1.5 The Contractor shall include a State-approved two (2) page fold-out highway map off back cover of the Visitors Guide.

4.2.1.6 The Contractor shall provide draft laser page proofs of copy for initial proofing.

4.2.1.7 The Contractor shall submit full sets of laser proofs at each production stage.

4.2.1.8 The Contractor shall work with DTTD's lead Ad Agency to develop a cover and layout design that is compatible with the look and feel of current DTTD marketing materials and submit a production schedule for the publications.

4.2.1.9 The Contractor shall number all pages and match all editorial items listed in the Table of Contents with the correct page numbers in the publications.

4.2.1.10 The Contractor shall work with DTTD on the development of all editorial copy, layout designs, and selection of photography. Final approval shall be obtained from DTTD.

4.2.1.11 The Contractor will negotiate photographer usage fees.

4.2.1.12 Primary subcontractors to be used, including printer, shall be supplied in writing to DTTD by the Contractor. Any change in the printing or other primary subcontractors shall be subject to approval by DTTD, which approval shall not be unreasonably withheld.

4.2.1.13 All ads must be professionally typeset and scripted (i.e. typewriter copy and photocopied images are not considered camera-ready acceptable).

4.2.1.14 Upon completion of this contract or termination of this contract, DTTD shall retain all rights of ownership to all materials, name of the magazine, copyright, layouts, designs, random and composite films, color proofs and the established advertising base developed in conjunction with the Visitors Guide(s)/ Parks Guide, the website and this contract.

4.2.1.15 The Contractor shall comply with all the following technical specifications for the New Hampshire Visitors Guide(s).

TRIM SIZE: 8" wide x 10 ¾" high

QUANTITY: 100,000 copies each year

PAGES: a four page cover with a minimum of 100 inside pages dedicated to editorial content, plus some additional number of pages for advertising, as suggested by vendor in the proposal. Proposal should recommend a total ratio of advertising to editorial content, with a weighting towards editorial.

A fold-out state map must also be bound in between the last page and the back cover, and it must be made detachable from the booklet by tearing on a perforation. Flat size of the map must be at least 14-3/8" x 10-1/4".

ART: digital input all copy and headlines. Select type styles, scan in photography and furnish color laser proofs.

BINDING: perfect binding.

PAPER STOCK: paper stock shall be at a minimum a 40 lb. coated text, #5 grade sheet for interior pages and a 100 lb. coated text #2 grade sheet paper stock for the cover. Final paper stock shall be determined by the Contractor and DTTD, taking into account mailing weight of the publications to ensure total package weight does not exceed 15.8 ounces. According to New Hampshire Statute, RSA Chapter 9-C: 9, I, effective September 9, 2008, "coated printing paper purchased by or for state agencies shall contain not less than 10% recycled material." In this context, "recycled material" shall be construed to mean "post-consumer waste material", as given in the definitions under RSA Chapter 9-C: 2, IV.

TYPE: selections that express the graphic image of the guide. Final approval of typeset styles shall be obtained from DTTD.

INK: four-color process on cover, varnished, and four-color process throughout text. Allow for bleeds, screens and areas of solid coverage.

COLOR SCANS: four-color scans are to be made from transparencies or reflective art. All four-color subjects are to be reproduced with no less than 150-line screen.

PROOFS: first pass laser page proofs, second pass laser page proofs, iris proofs, and other suitable proofing methodologies.

PACKAGING: Visitors Guide to be packaged in bundles of 20 with double plastic strapping and shrink-wrap. A sample package "strapped and shrink-wrapped" bundle is to be provided to DTTD for testing and approval prior to the bindery process. Any alternative packaging specifications shall be approved by DTTD in writing.

4.2.1.16 The Contractor shall comply with all the following technical specifications for the Parks Guide.

TRIM SIZE: 5” wide x 7” high

QUANTITY: 50,000 copies each year of the Parks Guide.

PAGES: minimum of 40 pages with a 4 page cover

BINDING: saddle stitch or other method recommended by Contractor, as selected by DTTD.

PAPER STOCK: paper stock shall be at a minimum a 45 lb. coated sheet #5 grade sheet for interior pages and a 100 lb. #2 grade dull coated text for the cover. Final paper stock shall be determined by the Contractor and DTTD. According to New Hampshire Statute, RSA Chapter 9-C: 9, I, effective September 9, 2008, “coated printing paper purchased by or for state agencies shall contain not less than 10% recycled material.” In this context, “recycled material” shall be construed to mean “post-consumer waste material”, as given in the definitions under RSA Chapter 9-C: 2, IV.

TYPE: selections that express the graphic image of the guide and are compatible with other DTTD marketing materials. Final approval of typestyles shall be obtained from DTTD.

INK: four-color process on cover and four-color process throughout text. Allow for bleeds, screens and areas of solid coverage.

COLOR SCANS: four-color scans are to be made from transparencies or reflective art. All four-color subjects are to be reproduced with no less than 150-line screen.

PROOFS: first pass laser page proofs, second pass laser page proofs, iris proofs, and other suitable proofing methodologies.

In its discretion, DTTD may determine, in consultation with Contractor, that the Parks Guide may be produced in a different format than specified above. Any changes to these specifications shall be made in writing, and will be contingent upon confirmation by Contractor that the obligated contract amount is sufficient to cover any increase in cost as a result of changes in specifications.

4.2.2 Copywriting/Editorial

4.2.2.1 Contractor’s staff shall coordinate with DTTD to make sure all listings are current and verified before publishing.

4.2.2.2 In accordance with the direction of the State, the Contractor shall be responsible for developing and writing all editorial copy and feature materials.

4.2.2.3 The Contractor shall be responsible for coordination of contributing writers/editorial.

4.2.2.4 The Contractor shall coordinate as many as, but not limited to, five feature stories in the Visitors Guide.

4.2.2.5 DTTD's 100 page section of the Visitors Guide shall include a listing of every lodging property, its location, phone number, and website.

4.2.2.6 The Contractor shall deliver editorial content, excluding free listings via digital format for each publication.

4.2.2.7 DTTD shall be responsible for the initial direct mailing to all potential Visitors Guide/Parks Guide customers to request updates of information on existing free listings, i.e. attractions, State Parks, accommodations and other travel related services, in a timely manner and in accordance with a production schedule established by both parties.

4.2.2.8 Contractor shall propose grid listings for identified niche areas, such as golf courses, campgrounds and others as identified and agreed upon by both DTTD and the Contractor for the Visitors Guide.

4.2.3 Advertising Sales

4.2.3.1 Contractor shall sell display advertisements in the Visitors Guide.

4.2.3.2 A limited number of advertising slots will be sold in the Parks Guide- 4 full page slots, including the inside cover, first page, inside back cover and back cover.

4.2.3.3 Contractor shall sell online advertising for all DTTD niche websites, which currently includes www.visitnh.gov, www.meetings.visitnh.gov, www.weddings.visitnh.gov, and www.reunions.visitnh.gov. Placement options for such advertising shall be provided by DTTD.

4.2.3.4 The Contractor shall develop and provide a media kit and rate card, which may reflect packaged pricing options. DTTD reserves the right to inspect and approve all advertising sales materials, media releases and other publicity/marketing items relating to the Visitors Guide when DTTD's name is mentioned or language, signs, markings or symbols are used, inferred or implied to represent DTTD. DTTD will review said items within five (5) business days of receipt.

4.2.3.5 The Contractor shall only be permitted to charge the advertising rates approved in writing by DTTD.

4.2.3.6 The Contractor shall be responsible for all aspects of marketing, billing and collections and all other activities in association with the selling of advertisements for the Visitors Guide, supporting publication and websites. All revenues, net of

expense, exceeding projections described in the Offeror proposal relating to the sale of advertisements shall be utilized by Contractor to determine if a credit to DTTD is warranted.

4.2.3.7 The Contractor shall solicit advertising statewide in order to present the greatest geographic balance and tourism product offering possible.

4.2.3.8 The Contractor shall be responsible for initial screening to ensure that all advertisements are appropriate for the Visitors Guide and Parks Guide. DTTD shall have final approval of advertisements sold, and may, in its discretion, reject any advertisements on the basis of appropriateness.

4.2.3.9 The Contractor shall make its best efforts to ensure that all ads include the city or town in which the advertiser is doing business as well as the advertiser's website address.

4.2.3.10 The Contractor shall be responsible for acquiring all appropriate approvals and authorizations to use any/or all material in the Visitors Guide.

4.2.3.11 The Contractor shall be allowed to sell advertisements to tourism related businesses licensed and operating within the State. Any tourism related advertiser **not** licensed in the State will not be allowed to advertise in the Visitors Guide, Parks Guide or related DTTD websites.

4.2.3.12 The Contractor shall be responsible for handling all complaints regarding advertising, servicing the advertising clients, the manner of handling advertising, and the processing and responding to complaints by advertisers for adjustments. The Contractor shall provide to DTTD a monthly report listing all complaints received, name and location of business/person making the complaint and the actions taken to resolve the complaint.

4.2.3.13 The Contractor may sell advertising for placement throughout the Visitors Guide. No advertising shall be placed on the front cover of the Visitors Guide. A lottery of interested advertisers for prime locations in the Visitors Guide will be conducted by a representative of DTTD, using names submitted by the Contractor. These prime locations include the inside of the front cover, the inside of the back cover and the outside back cover. The winning participants will be given a choice of location from this list until all three slots are filled. Contractor will counsel business on ad size, design and placement. If design work is required, the Contractor shall develop the ad at no additional cost to business, after approval by DTTD. Inserts will be accepted at the discretion of DTTD. All advertisements must conform to standard published sizes.

4.2.4 Printing, Packaging, Shipment

4.2.4.1 The Contractor shall provide the state with 100,000 copies of the 2012/13 Visitors Guide; 100,000 copies of the 2013/14 Visitors Guide; 100,000 copies of the Parks Guide. Any additional copies above this amount will be agreed in writing

by the State and the Contractor prior to the printing of the Visitors Guide or Parks Guide. Such Agreement shall not be binding until an authorized representative of the Contractor and the State has signed the Agreement.

4.2.4.2 The Contractor shall be responsible for the supervision and printing quality of the publications. DTTD will review all print specifications with the Contractor and DTTD reserves the right to examine the quality of the work in progress at any stage and to be on site at the press time to make color approvals for all press forms.

4.2.4.3 The Contractor shall be responsible for the delivery of the publications on or before the first working day following May 1st, of each year or such later date as DTTD, at its discretion, may determine. Any and all modifications to the delivery date shall be approved in writing by DTTD. If for any reason other than the fault of DTTD, including but not limited to, untimely performance of its responsibilities or an act of God, the Contractor fails to make a production, revision or delivery date, and such delay is not approved in writing by DTTD, the Contractor shall be assessed a failure to perform fee of \$1,000.00 per week, or a portion thereof, until the production, revision or delivery date is met.

4.2.4.4 The Contractor shall not sell any copies of the Visitors Guide/Park Guide or deliver any copies of the Visitors Guide/Park Guide to any entity other than the State, or those entities solicited by the State.

4.2.4.5 Packaging for Visitors Guide shall consist of one piece total, a Visitors Guide, a previously-specified amount of which shall be inserted into a 13" x 10" clear poly bag with seam in back. The rest shall be shipped without poly bags. Offeror will consider environmentally-friendly poly-bagging options.

4.2.4.6 Contractor shall provide each advertiser with one complimentary copy of the Visitors Guide. Sponsors of supplementary publications may negotiate directly with Contractor for a supply to be used for their own distribution.

4.2.5 Reports

4.2.5.1 The Contractor will provide detailed monthly reports on the progress of the project, which shall consist of at least the following information:

- Sales calls made by Contractor;
 - Total income raised and expenses incurred, year-to-date;
 - Advertisements sold each month, and year-to-date;
 - Name of advertiser
 - Cost and size of ad
 - Approximate page or section that advertisements will appear
- Advertisements sold by tourism region;
- Advertisements Contractor is producing;
- All complaints received, including name of individual, name of business, date received, address and phone of individual/business, and actions taken by the Contractor to resolve the complaint.

4.2.5.2 The Contractor will provide a final report, detailing total income raised and expenses incurred, including a cost per unit analysis, due within 30 days of delivery of the Visitors Guide.

4.3 State's Responsibilities

DTTD shall provide the following:

4.3.1 DTTD shall control and approve color proofs, text, layout, design and final selection of photographs for the Visitors Guide/Parks Guide. DTTD shall have the right to inspect final proof in its entirety for approval.

4.3.2 DTTD shall provide approved transparencies and/or digital photography from which the Contractor's staff may make selection, in a timely manner and in accordance with mutually agreed upon production schedules.

4.3.3 DTTD shall provide a list of potential advertisers and a minimum of one communication piece of introduction for the Contractor for each issue of the Visitors Guide/Parks Guide, in a timely manner and in accordance with mutually agreed upon production schedules.

4.3.4 DTTD shall have approval rights on all mailings, rate cards, and/or solicitations related to the Visitors Guide/Parks Guide before any distribution is made by the Contractor. Such approval shall not be unreasonably delayed or withheld.

4.3.5 DTTD shall have final approval of all advertisements after an initial screening by the Contractor before any advertisement is placed in the Visitors Guide/Parks Guide. Such approval shall not be unreasonably delayed or withheld.

4.3.6 DTTD shall have unlimited author's alterations on the first laser page proofs. Approval of page proofs shall not be unreasonably delayed or withheld.

4.3.7 DTTD, in discussion with the Contractor, shall have the right to make author's alterations after second laser page proofs approval, the cost of which shall be borne by DTTD.

4.3.8 DTTD shall designate contacts for the Visitors Guide/Parks Guide who shall be authorized to sign off on first laser proofs, and second laser proofs.

4.3.9 DTTD shall be responsible for distributing all copies of the Visitors Guide/Parks Guide to consumers and travel related businesses at its own expense.

4.3.10 DTTD shall have the right to have a staff person present for press checks with expenses being paid by the Contractor.

4.3.11 If DTTD's designee identifies a print problem with a press run, the press run must be stopped and the problem corrected before the press run continues.

4.3.12 DTTD shall provide recommendations, suggested contacts, reference materials and approved photographs to help in the preparation of the content and may provide assistance in editing.

4.3.13 DTTD shall have the right to position its own advertisements within the Visitors Guide/Parks Guide at no charge to DTTD.

4.3.14 DTTD shall have no responsibility or obligations for any advertisements sold by the Contractor for the Visitors Guide, other than its own advertisement(s).

5. REQUIREMENTS

5.1 Copies and Distribution of Proposal

In order to be considered for selection, Offeror must submit a complete written response to this RFP. One (1) original and eight (8) copies of each proposal must be submitted to the DTTD. No other distribution of the written proposal shall be made by the Offeror. Offerors may be required to make creative presentations, if requested.

5.2 Organization and Experience

5.2.1 Complete Contractor Data Sheet (Attachment A)

5.2.2 Demonstrate the Offeror's financial capability to provide the work described in *Section 4: Scope of Work*. Audited financial statements, or satisfactory alternate proof of financial stability will be required prior to award of contract.

5.2.3 Has the Offeror provided contractual services to the State before? If yes, please explain relationship.

5.2.4 Qualifications of individuals who will be involved in the project, and the percentage of time each will spend on this project, including subcontractors. Provide resumes/portfolios for each individual who will perform the following major duties and functions under the proposed contract: Project Lead; Copy; Design; Computer or Mechanical Art, Printing, Sales and Management.

5.2.5 Examples of similar projects completed by Offeror.

5.3 Proposal Submissions

5.3.1 All information requested must be submitted. Failure to submit this information at time of bid will render your proposal non-compliant and will result in a disqualification.

5.3.2 Offeror shall provide a thorough description of its plans and approach for accomplishing the requirements of *Section 4: Scope of Work*.

5.3.3 Proposals should be as thorough and detailed as possible, so that the DTTD may properly evaluate Offeror capabilities to provide the required services. Proposals that are incomplete or lack key information may be rejected by the DTTD at its discretion.

5.3.4 Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. The State is not responsible for the cost of proposals.

5.3.5 The original copy must remain at DTTD, available for public inspection/disclosure, subsequent to awarding of the contract. Information considered confidential or proprietary may be marked as such by the submitting party. However, such determinations are not conclusive on DTTD and DTTD shall be subject to the provisions and requirements of RSA chapter 91-A (the New Hampshire right-to-know law) when determining what documents are subject to public inspection/disclosure pursuant to a right-to-know request.

5.4 Cost of Services/Pricing

5.4.1 It is the intent of DTTD that these publications are at a minimum, self-liquidating and provided at no cost to DTTD.

5.4.2 Offeror shall provide a detailed cost to develop and publish 100,000 copies of the 2012/13 Visitors Guide, 100,000 copies of the 2013/14 Visitors Guide, and 100,000 copies of the Parks Guide. Costs must be broken out by piece.

5.4.3 Offeror shall submit for consideration by DTTD, as part of the proposal, the recommended advertising rate structure for NH Visitors Guide, Parks Guide, and Websites, sample ad sizes on which the financial proposal is based and shall describe projected revenues derived from this recommendation.

5.4.4 Offeror shall describe the revenue sharing plan in detail of how all revenues generated from the Visitors Guide and Parks Guide that exceed the costs of the publications will be shared with DTTD.

5.4.5 Offeror shall provide a draft of proposed business and web rules relating to advertisements in the Visitors Guide, Parks Guide and Websites.

6. CONDITIONS

6.1 Conditions: Any prospective contractor must be willing to adhere to the following conditions and must positively state so in the proposal.

6.1.1 Ownership of subsequent products: Any product, whether acceptable or unacceptable, developed under a contractor awarded as a result of this RFP is to be the sole property of the State unless stated otherwise in the contract.

6.1.2 Conformance with Statutes: any contract awarded as a result of this RFP must be in full conformance with statutory requirements of the State.

6.1.3 Amending or Canceling: The State reserves the right to amend or cancel this RFP, prior to the due date if it is in the best interest of the State, or to correct inaccuracies resulting from clerical errors.

6.1.4 Rejection of Misrepresentation: The State reserves the right to reject the proposal of any vendor for misrepresentation.

6.1.5 Contract Format: The successful contractor will be required to sign or provide the following documentation.

6.1.5.1 Contract Agreement Form – P-37 (Attachment C)

6.1.5.2 Certificate of Authority. This document is required of the Contractor to certify by vote of the corporation's board that the person who signs the contract has been authorized to do so. The contractor is required to provide this document on corporate letterhead, signed by the Chairman of the Board or similarly authorized person.

6.1.5.3 Certificate of Existence. This document is required for all contracts exceeding thirty (30) days. The certificates are issued by the New Hampshire Secretary of State's office certifying that the corporation, partnership, or trade name has been registered to do business in New Hampshire. Certificates of Existence shall be current and are renewable annually by April 1st.

6.1.5.4 General liability insurance against all claims of bodily injury, death, or property damage in the amounts not less than \$250,000 per claim and \$2,000,000 per incident, and fire and extended coverage insurance covering all property in DRED amounts of not less than 80% of the whole replacement value of the property (Section 14 Insurance and Bond of the State Agreement Form P-37).

6.1.6 Speaking on behalf of the State of New Hampshire DRED: Contractor is not authorized to represent the State's position to the public or media and must be authorized to provide information by DTTD.

6.1.7 The resulting Contract may be modified only by written amendment, which has been executed and approved by the appropriate parties from the State and Contractor.

6.1.8 The State may terminate the Contract without cause by giving the Contractor sixty (60) days written notice before the effective termination date.

6.1.9 If for any reason, the Contractor fails to make a delivery date, the Contractor shall be assessed a “failure to perform” fee of \$1,000.00 per week, or portion thereof, until the production, revision or delivery date is met. If the Contractor foresees an event beyond its reasonable and normal control and properly notifies DTTD of such event – in writing – the Contractor shall be allowed to exceed a production, revision or delivery date with no “failure to perform” fee assessed.

7. PRE-PROPOSAL MEETING

A meeting will be held at the Department of Resources and Economic Development, 172 Pembroke Road, Concord, NH on:

- Wednesday, December 8, 2010 at 1:00 p.m.

The purpose of this meeting is to allow potential Offerors an opportunity to present questions and obtain clarification relative to this RFP.

While this is not mandatory, we highly recommend attendance at this meeting due to the importance of all Offerors having a clear understanding of the scope of work and requirements for this solicitation. Attendance will be evidenced by the representative’s signature on an attendance roster.

Bring a copy of this RFP with you. The State reserves the right to change terms and conditions outlined in this RFP, provided that all Offerors remaining in the selection process at the time of any change to the RFP have the opportunity to respond accordingly.

8. PROPOSAL EVALUATION CRITERIA

8.1 General Information: Proposals shall be evaluated by the Division of Travel and Tourism Development Screening Committee, with a recommendation to the Commissioner of the Department of Resources and Economic Development.

Proposals are to address each area as defined in the major sections of this RFP. Each section shall be evaluated by the Screening Committee, and awarded points based on the appropriateness, organization, completeness and quality of responses.

8.2 Criteria: All written proposals will be evaluated and scored on the basis of the following criteria, which will be accorded the relative weight indicated in parentheses:

Tactical Plan	(20 points)
Advertising Sales Plan	(20 points)
Experience	(20 points)
Capabilities	(20 points)
Financial Plan	(20 points)

GRAND TOTAL

(MAXIMUM 100 points)

After the Screening Committee has completed its evaluations of the proposals, DRED may require finalists to provide a creative presentation to further evaluate Offeror capabilities. These oral presentations will be graded on a 20 point scale, outlined in the Proposal Score Sheet (Attachment B). DRED will notify finalists at least 10 days prior to creative presentation to schedule times and determine location.

Award shall be made to the Offeror who has submitted the best overall response, as judged by the Screening Committee, and recommended to the Commissioner of DRED. A proposed Contractor must receive final approval from the Governor and Executive Council. Written Proposals shall be evaluated using the criteria contained in the Proposal Score Sheet (Attachment B).

9. TIMELINE*

<u>9.1 Request for Proposal issued</u>	11/18-11/21/10
<u>9.2 Pre-proposal conference</u>	12/8/10 @ 1:00 p.m.
<u>9.3 All clarifying questions received</u>	12/13/10 by 3 p.m.
<u>9.4 Responses to questions sent to all</u>	12/17/10
<u>9.5 Written proposal deadline</u>	1/5/11 @ 3:00 p.m.
<u>9.6 Screening committee review</u>	1/12-1/19/11
<u>9.7 Finalist(s) selected</u>	1/19/11
<u>9.8 Creative presentations (if requested)</u>	2/16/11
<u>9.9 Company notification</u>	2/21/11
<u>9.10 Contract process</u>	March-April
<u>9.11 Contract to G&C</u>	May-June

* Subject to change